

NEXT GENERATION INTERNET

BRAND GUIDELINES MADE SIMPLE (UPDATED)

Brussels NGI Projects' Meeting, 4th of February 2020.

AGENDA

- Objectives & work method
- Typography
- Variants
- Guidelines
- Do's & Don'ts
- Online repository
- The NGI communication ecosystem

OBJECTIVES & WORK METHOD

EC OBJECTIVES

Creating a **strong, consistent & long-lasting** brand:

- Unique
- Conveying (some) NGI values
- Impactful
- Recognisable
- Modular
- In-line with the times
- ... and sexy

THE WORK METHOD

- We setup an online survey to get stakeholders' insights, wishes, ideas and suggestions;
- Our branding expert drafted the creative brief;
- We involved four graphic designers;
- We received four creative proposals;
- We selected the very best of them;
- We fully developed (and tested) the selected approach;
- We presented it to the Commission, April 2019;
- **After some updates, branding has been approved by the Commission on 13th of May 2019.**

THE CREATIVE BRIEF (SUMMARISED)

- Human centred
- Balance between “digital & analogic”
- Evolution vs. Revolution
- Readable and recognisable in any circumstances
- Open source font (Montserrat)
- Wide colour range
- Fashionable
- Highly modular & responsive

THE DELIVERABLE

A comprehensive and modular graphic environment

- Version #1: **EXPLICIT** (Next Generation Internet)
- Version #2: **ACRONYM** (NGI)
- Version #3: **CO-BRANDING / TAG** (NGI something)
- Version #4: **ICON** (N)
- Version #5: **SIGNATURE** (powered by NGI)

CREATIVE PREMISE #1

No “human-centred” visual, because:

- Graphically complex
- Almost impossible to use on social media (small square size)
- Difficult to combine with “Next Generation Internet” or “NGI”
- Culturally risky
- ... However we tried. And we failed.

CREATIVE PREMISE #2

Playing with typography, because:

- Visually simpler
- More impactful (NGI limited awareness)
- More modular
- International & multicultural, “one fits for all”

CREATIVE PREMISE #3

A modular colour range

- **Gradient** principle
- One main colour gradient (NGI itself)
- Many gradient options (for co-branding purposes)
- Contributing to a strong brand image recognition potential
- ... while letting CSAs, RIAs and other third parties develop their very own flavour

TYPOGRAPHY

TYPOGRAPHY

NGI

Original Montserrat

Modified Montserrat

NGI

TYPOGRAPHY



NGI

VARIANTS

VERSION #1 OPTION A

EXPLICIT

(Without baseline)

NEXT GENERATION INTERNET

NGI

VERSION #1 OPTION B

EXPLICIT
(With baseline)

NEXT GENERATION INTERNET

INTERNET OF HUMANS

NGI

VERSION #2

ACRONYM

NGI

NGI

NGI

VERSION #3

CO-BRANDING / TAG

(Acronym + something)

NGI



FORUM
2019

NGI

CURRENT CO-BRANDING / TAG VERSIONS



ESSIF-LAB



TETRA



LEDGER



FORUM
2019



EXPLORERS



ATLANTIC.EU



4ALL



COMMUNITY



FORWARD



THINK NEXUS



TRUST



DAPSI



ZERO
DISCOVERY



ZERO



ZERO
PET



POINTER

NGI

VERSION #4

ICON
(Social Media)

NGI



NGI

VERSION #5

SIGNATURE

NGI



UCLouvain

POWERED
BY



NGI

GUIDELINES

NEXT GENERATION INTERNET

Brand guide

June 2019 | Version 1.0

This document lists and explains the visual identity elements of Next Generation Internet (NGI). These are rules and values to help you create and compose visual designs that appeal to that identity. The graphic charter serves as a reference guaranteeing the durability of NGI at the visual level while marking the creative work of the designers.

<https://drive.ngi.eu>

Folder NGI Brand Guidelines

NGI2.0_Brand Guidelines_20190605_V1.0.pdf

NGI

1. Logotype

Sizes and versions

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The large version of the logo: Next Generation Internet can also be used in small sizes.

Large version

Medium / Standard version

Small / Icon version

**NEXT
GENERATION
INTERNET**

Without baseline

NGI



**NEXT
GENERATION
INTERNET**

INTERNET OF HUMANS

With baseline

NGI

INTERNET OF HUMANS



1. Logotype

Minimum size

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The long version of the logo: Next Generation Internet can also be used in small sizes.



NEXT
GENERATION
INTERNET

or



2. Typography

Typographic family of the logotype

The font used is the Montserrat. It has been modified by rounding the angles to make the logo more human, warm and unique.

The letter "G" has also been modified so that there is no possible confusion with the letter "O". The logo, the baseline and the name of the subgroups are built with this typography. No other font is allowed in the use of these three elements.



Original Montserrat

Modified Montserrat

Montserrat Light + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?€&*)

Montserrat Regular + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?€&*)

Montserrat Bold + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?€&*)

Montserrat Black + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?€&*)

3. Colors

Main colors

The main colors of NGI's visual identity are those shown below. They can not be changed, reversed or altered.

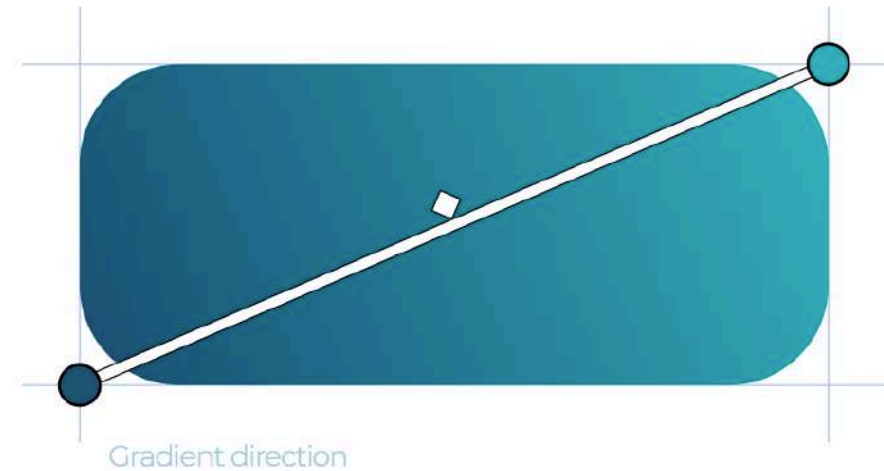
The color of the name following the logo (and the baseline "Internet of humans") is the same regardless of the logo that precedes it.

The color gradient follows a precise axis that starts from the bottom left of the element and ends at the right-hand point of the same element).

The darkest color of the gradient is always on the left.



Hexa :	#205374	#00AFBC	#6F9AA9
RGB :	32/83/115	0/175/183	111/154/158
CMYK :	90/60/33/20	74/4/28/0	67/27/28/6
Pantone® :	7700 C	7466 C	5425 C



4. Spacing and sizes

Exclusion zone

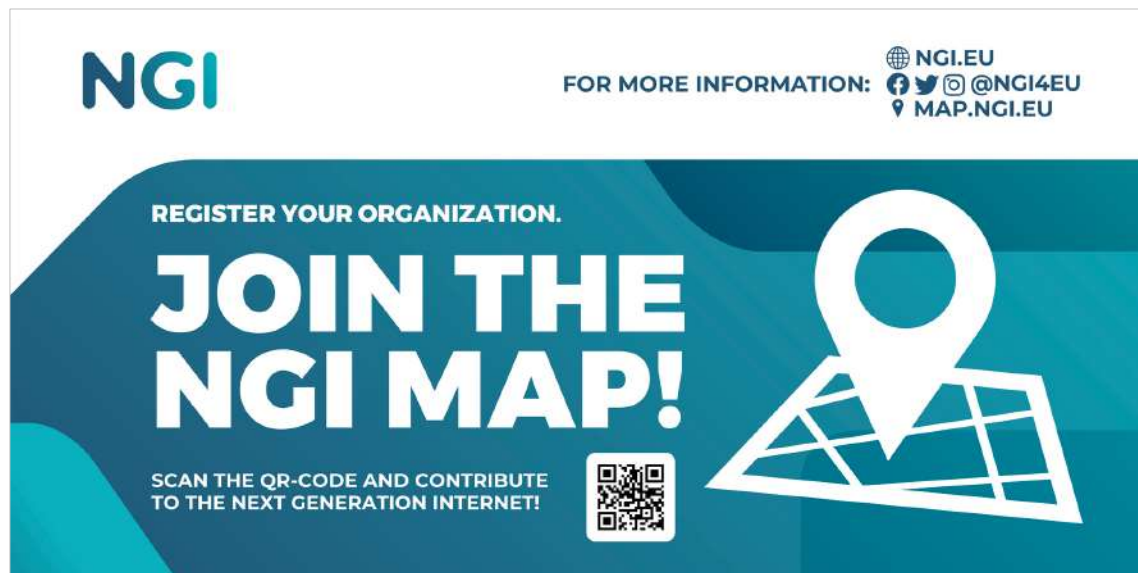
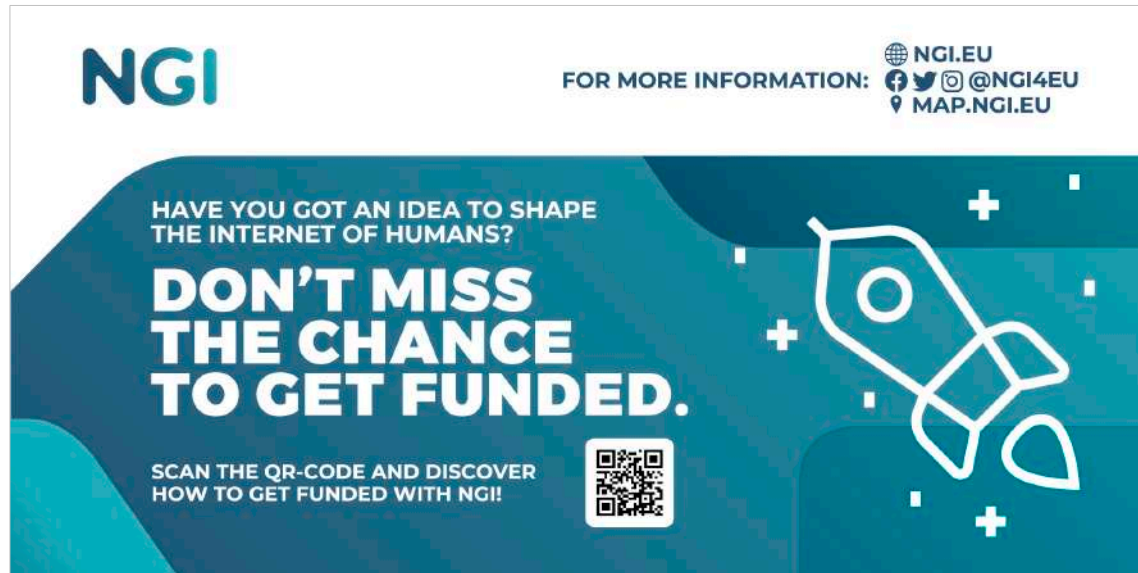
The logo should always be used with a minimum isolation area. This ensures that the peripheral elements (titles, texts, visuals ...) do not come too close to disturb the visibility and the integrity of the logo. This area is a minimum, it is recommended to enlarge it if possible.

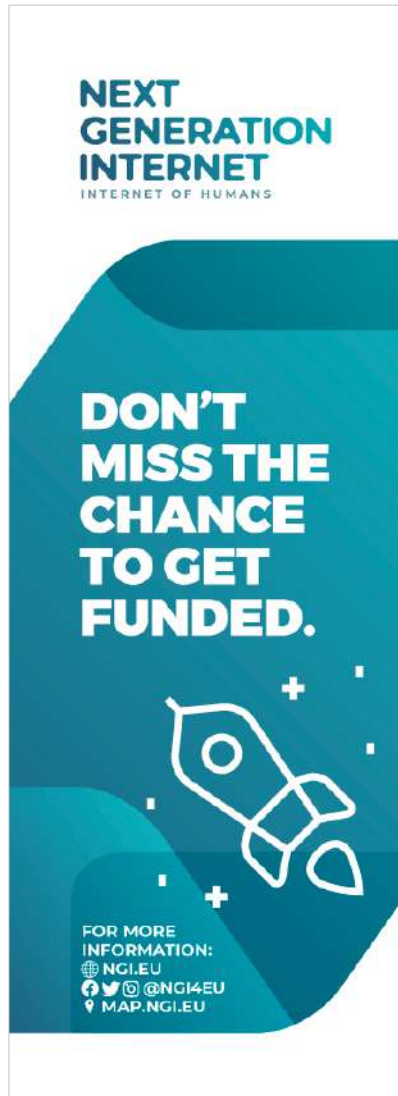


5. Uses

Poster layout

The layout of posters or flyers, the wide version of the logo is recommended. In addition, graphic elements in visual coherence with the identity of NGi will have to be used. Please refer to the layout presented below.





Bookmarks

T-shirts



Stickers



NGI

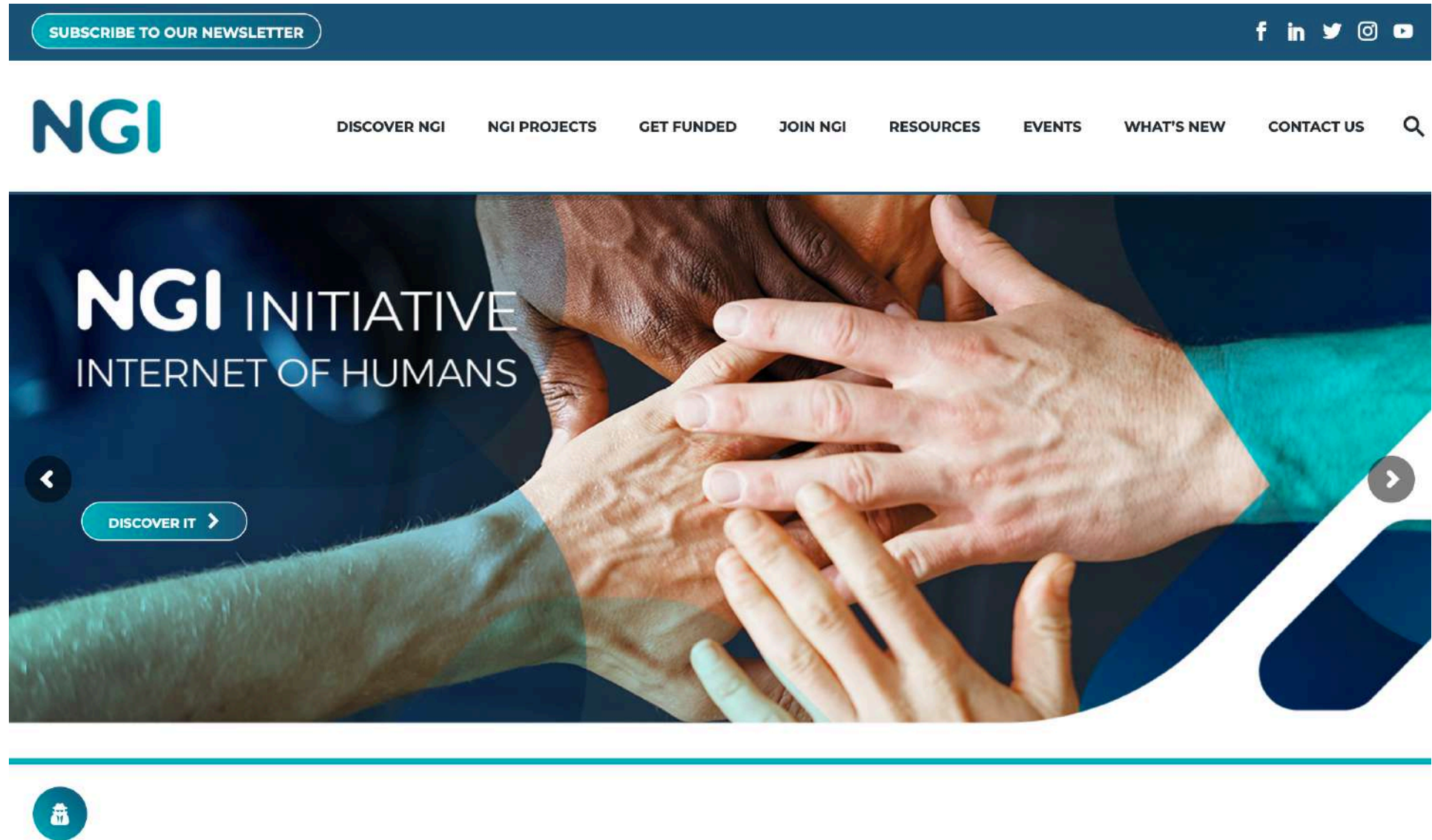


Mock-up of NGI booth
at 4YFN2020

5. Uses

Website

Below is an example of the use of the NGI logo and identity applied to the header and the hero of the website.



NEXT GENERATION INTERNET

5. Uses

Social Media

Design example of the different elements on the Twitter page of NGI 4 EU.



5. Uses

Corrects

Below you will find the correct uses of the NGI logo on any background.

The logo must always be visible and legible.



NGI



NGI



NGI

Filter : White, opacity 80%



NGI

Filter : Greyscale picture + gradient multiply



NGI



NGI

5. Uses

Incorrects

Although there is a great deal of flexibility in the use of the NGI logo, there are prohibited uses: color changes, changes in typography, distortion and rotation of the logo, non-respect of the exclusion zone, size too small does not allow the readability of the baseline, removal of some elements, ...



DO'S & DON'TS

NGI LOGO

DO

Remember to use ONLY the new NGI logo and only in the approved colors (gradient, black or white).

If you have any doubt, please ask us!

*Please, check the files at **drive.ngi.eu***

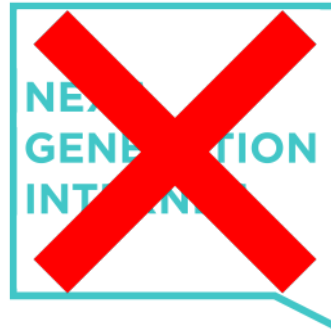


NGI LOGO

DON'T

Don't use the old logo!

Don't use the new logo in not approved colors!



NGI

PROJECT'S PRESENTATION

DO

Please **use always** your project template.



PROJECT'S PRESENTATION

DON'T

Please **avoid to use any other templates** (i.e. corporate template if you talk as project).



ONLINE REPOSITORY

VARIANTS

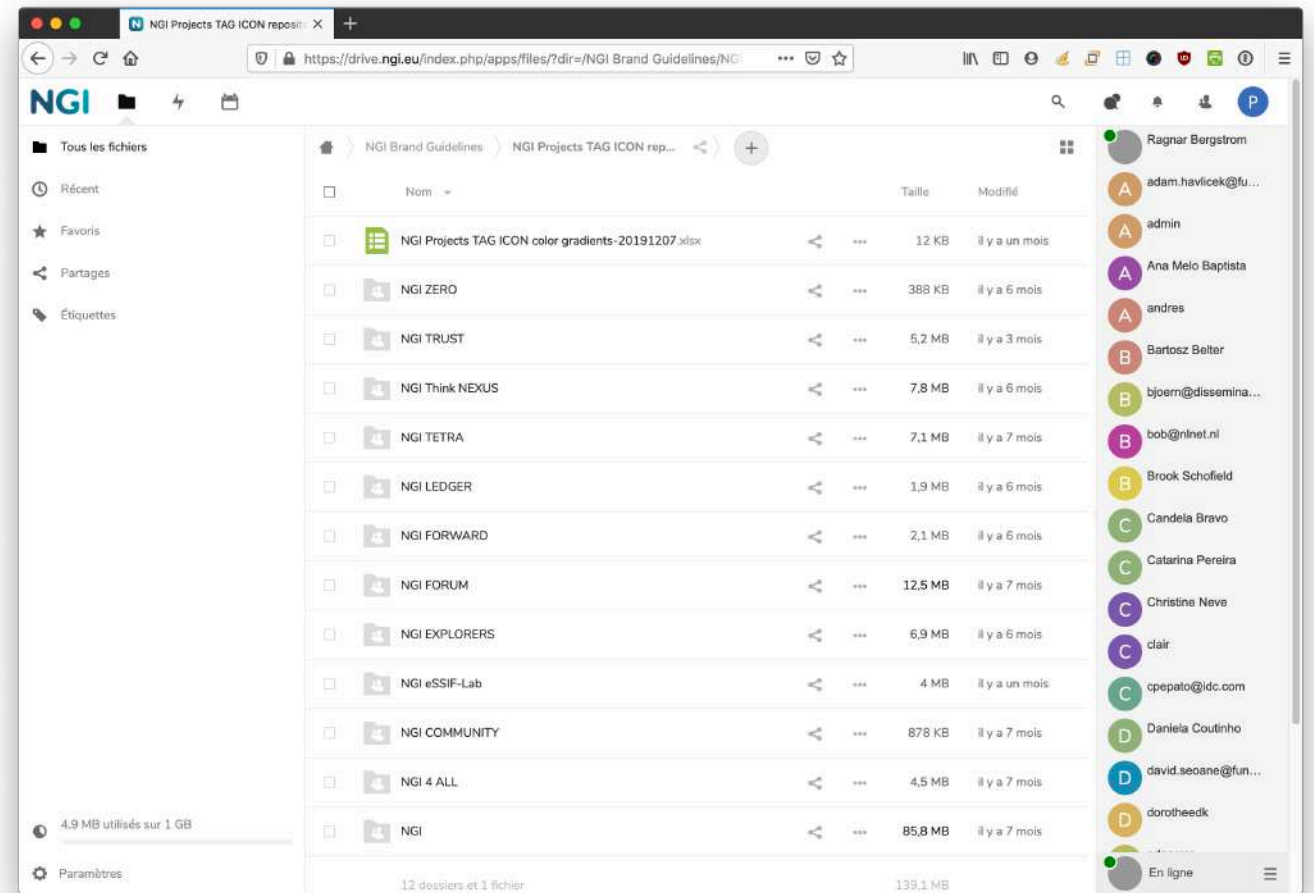
<https://drive.ngi.eu>

Folder

NGI Brand Guidelines

Subfolder

NGI Projects TAG ICON repository



GRADIENTS COLOR CODES

<https://drive.ngi.eu>

Folder

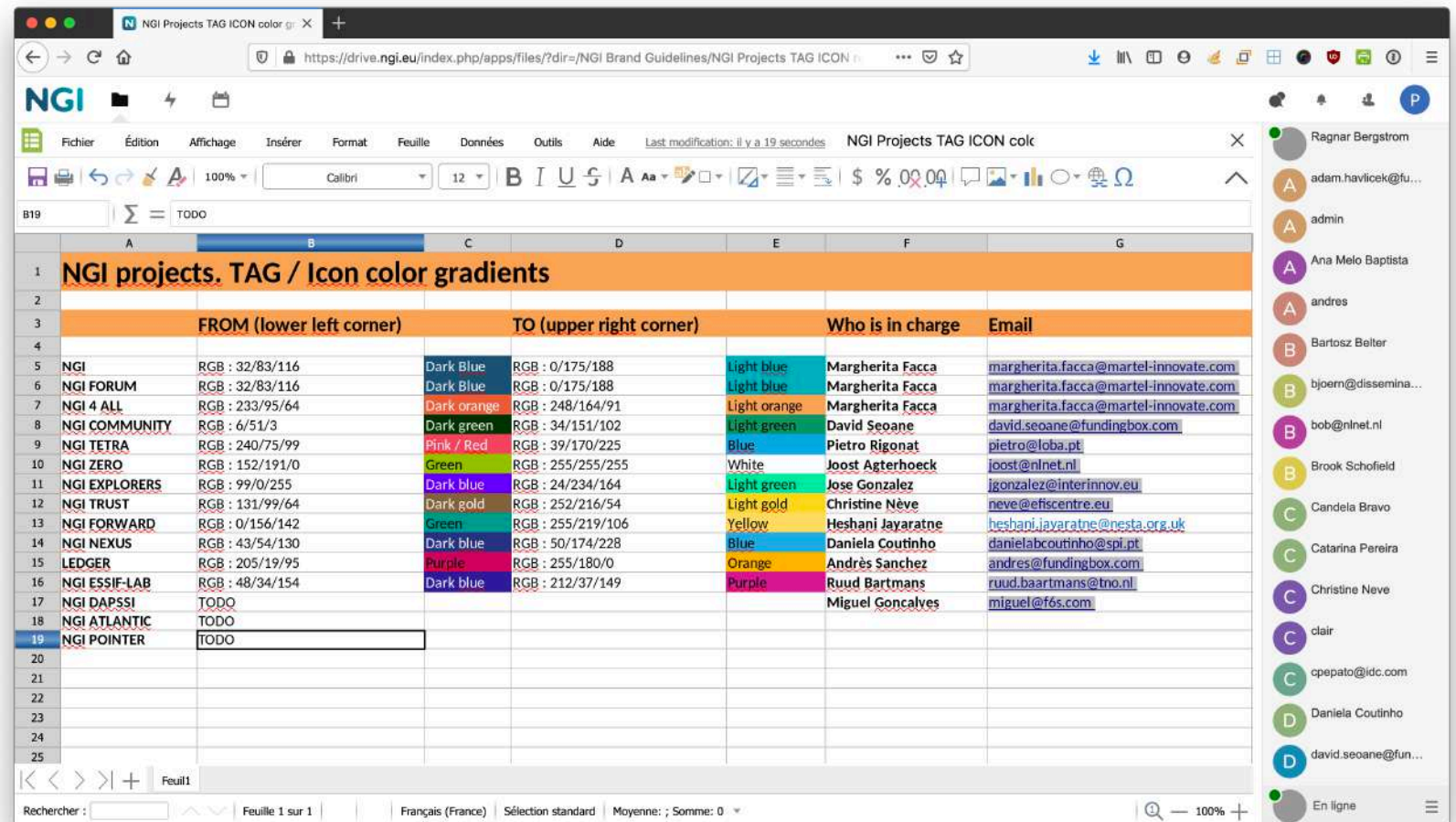
NGI Brand Guidelines

Subfolder

NGI Projects TAG ICON repository

File

NGI Projects TAG ICON color gradients-20191207.xlsx



NGI projects. TAG / Icon color gradients						
	FROM (lower left corner)	TO (upper right corner)	Who is in charge	Email		
1	NGI	RGB : 32/83/116	Dark Blue	RGB : 0/175/188	Light blue	Margherita Facca
2	NGI FORUM	RGB : 32/83/116	Dark Blue	RGB : 0/175/188	Light blue	Margherita Facca
3	NGI 4 ALL	RGB : 233/95/64	Dark orange	RGB : 248/164/91	Light orange	Margherita Facca
4	NGI COMMUNITY	RGB : 6/51/3	Dark green	RGB : 34/151/102	Light green	David Seoane
5	NGI TETRA	RGB : 240/75/99	Pink / Red	RGB : 39/170/225	Blue	Pietro Rigonat
6	NGI ZERO	RGB : 152/191/0	Green	RGB : 255/255/255	White	Joost Agterhoeck
7	NGI EXPLORERS	RGB : 99/0/255	Dark blue	RGB : 24/234/164	Light green	Jose Gonzalez
8	NGI TRUST	RGB : 131/99/64	Dark gold	RGB : 252/216/54	Light gold	Christine Nève
9	NGI FORWARD	RGB : 0/156/142	Green	RGB : 255/219/106	Yellow	Heshani Jayaratne
10	NGI NEXUS	RGB : 43/54/130	Dark blue	RGB : 50/174/228	Blue	Daniela Coutinho
11	LEDGER	RGB : 205/19/95	Purple	RGB : 255/180/0	Orange	Andrés Sanchez
12	NGI ESSIF-LAB	RGB : 48/34/154	Dark blue	RGB : 212/37/149	Purple	Ruud Bartmans
13	NGI DAPSSI	TODO				Miguel Goncalves
14	NGI ATLANTIC	TODO				
15	NGI POINTER	TODO				

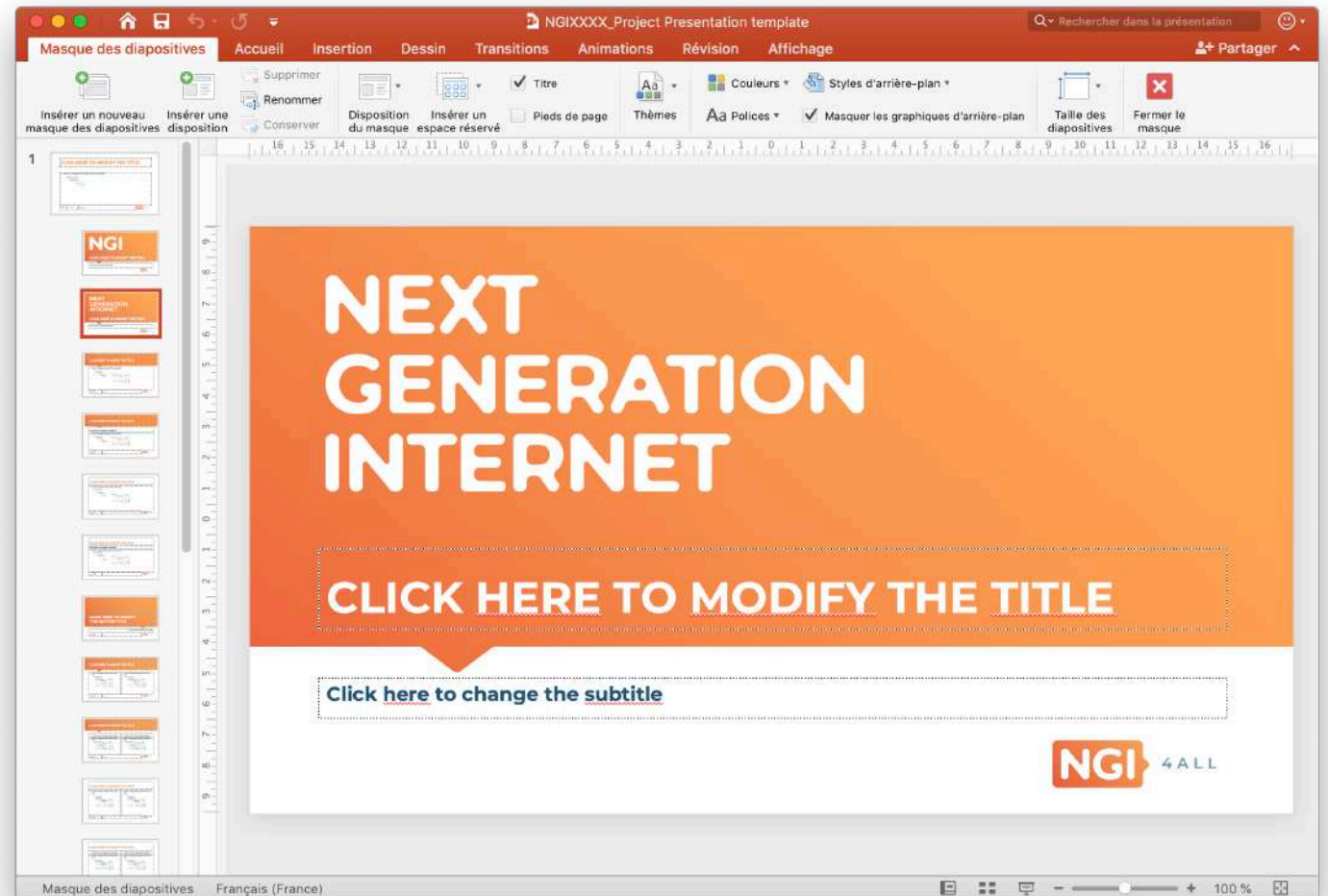
TEMPLATES

<https://drive.ngi.eu>

Folder

NGI Brand Guidelines

Subfolder
Templates



FONTS

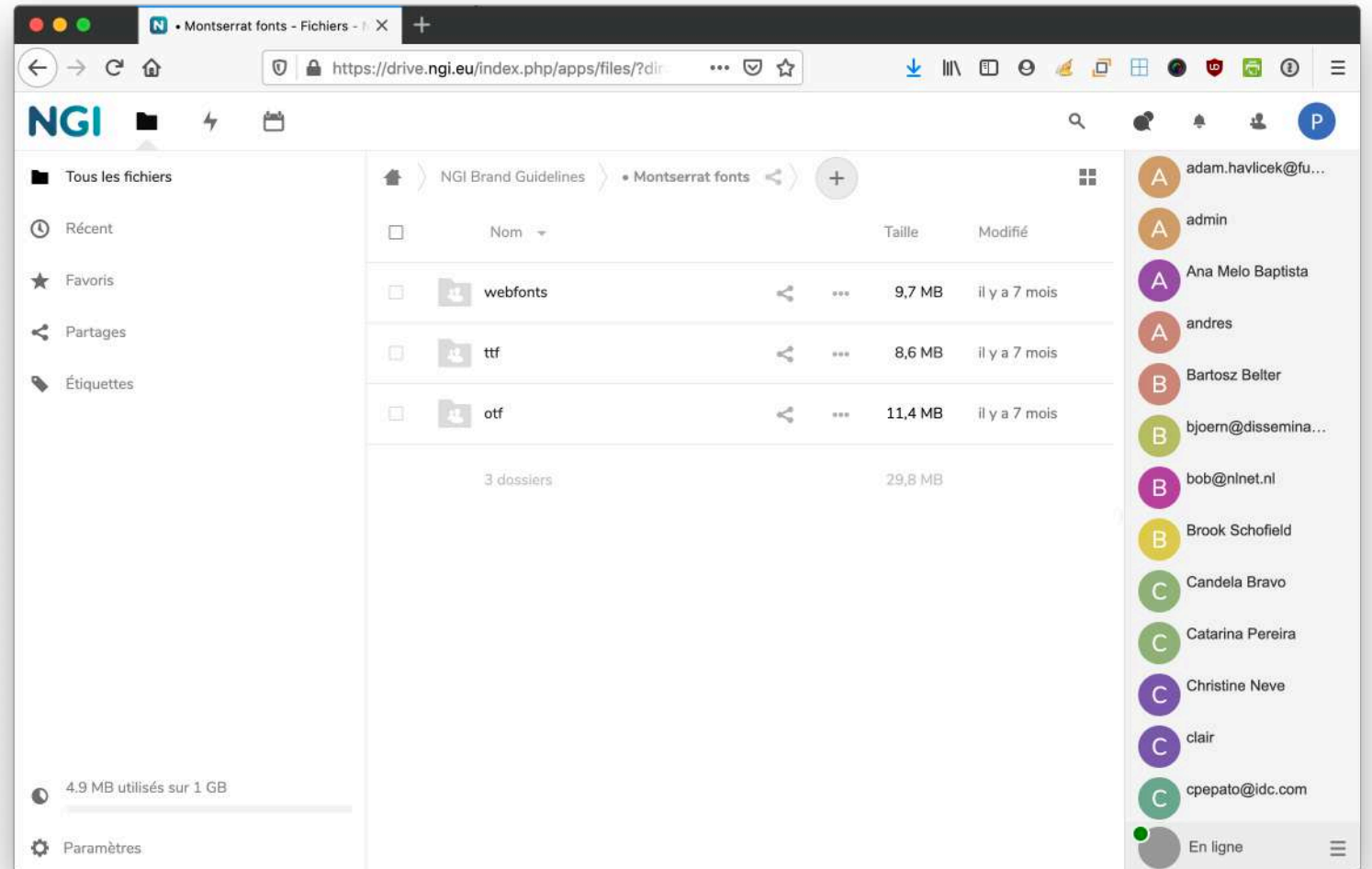
<https://drive.ngi.eu>

Folder

NGI Brand Guidelines

Subfolder

Montserrat fonts



THE NGI COMMUNICATION ECOSYSTEM

COMMUNICATION CHANNELS & MEDIA

- Web
- Social media
- Infographics
- Video
- Colour printed publications
- Black and white printed publications
- Posters
- Roll-ups
- Flyers
- Posters
- Events signage
- Badges and goodies
- ...

ONLINE COMMUNICATION CHANNELS

- **NGI Portal**
- **NGI Social Channels**
- **NGI Community platform**
- **NGI Exchange platform**
- **NGI Map**
- **NGI Events**
- **NGI Newsletter**
- **NGI Press Office**
- **NGI Policy Office**

- **RIAs websites**
- **RIAs Social Channels**

- **News websites**
- **Blogs, vlogs**
- **Forums**
- **Expert communities**

- **Local, national, regional specialist and generalist press**

THE CIRCLES PRINCIPLE

“If your communication is not **good** enough, you are not **close** enough”

Inspired by Robert Capa

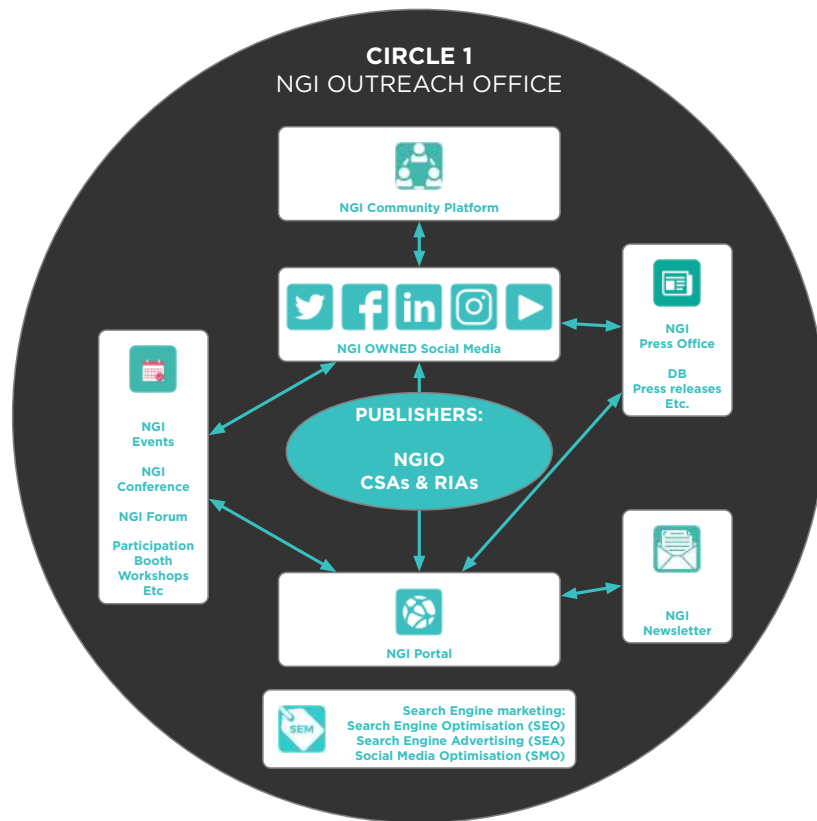


REACH

TARGETING

NGI

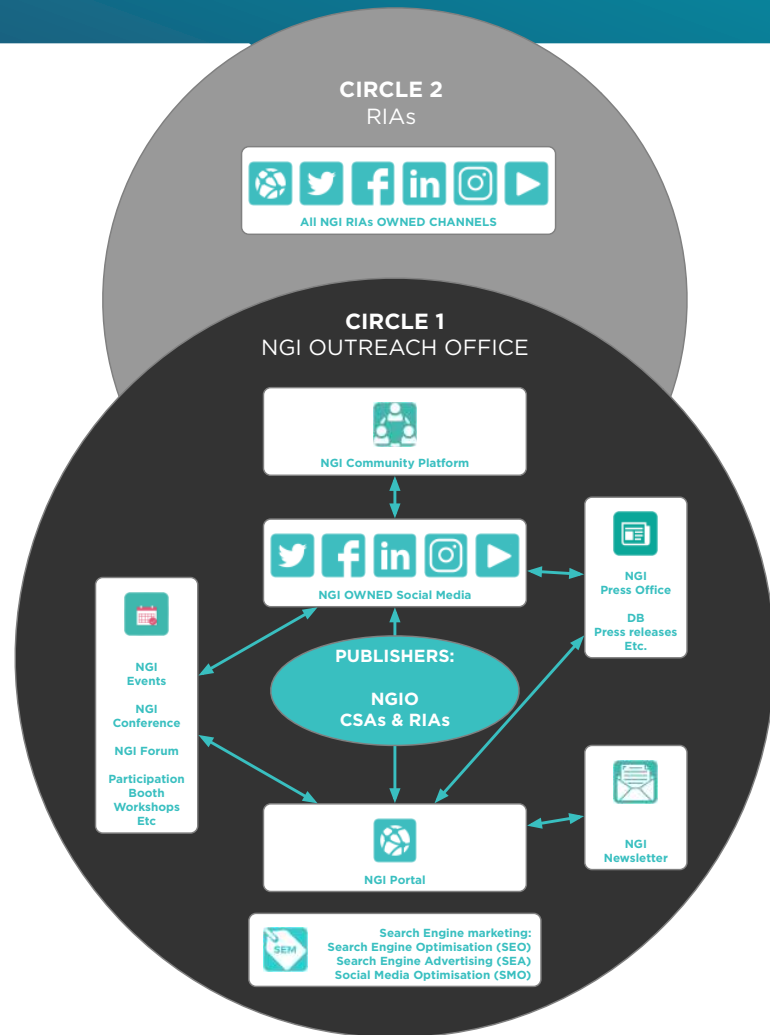
CIRCLE 1: NGI OUTREACH OFFICE



Publishers: NGIO, CSAs & RIAs

- The NGI portal
- NGI owned social channels
- The NGI Community platform
- The NGI Press Office
- The NGI Newsletter
- NGI Events
- SEM = SEO + SEA + SMO

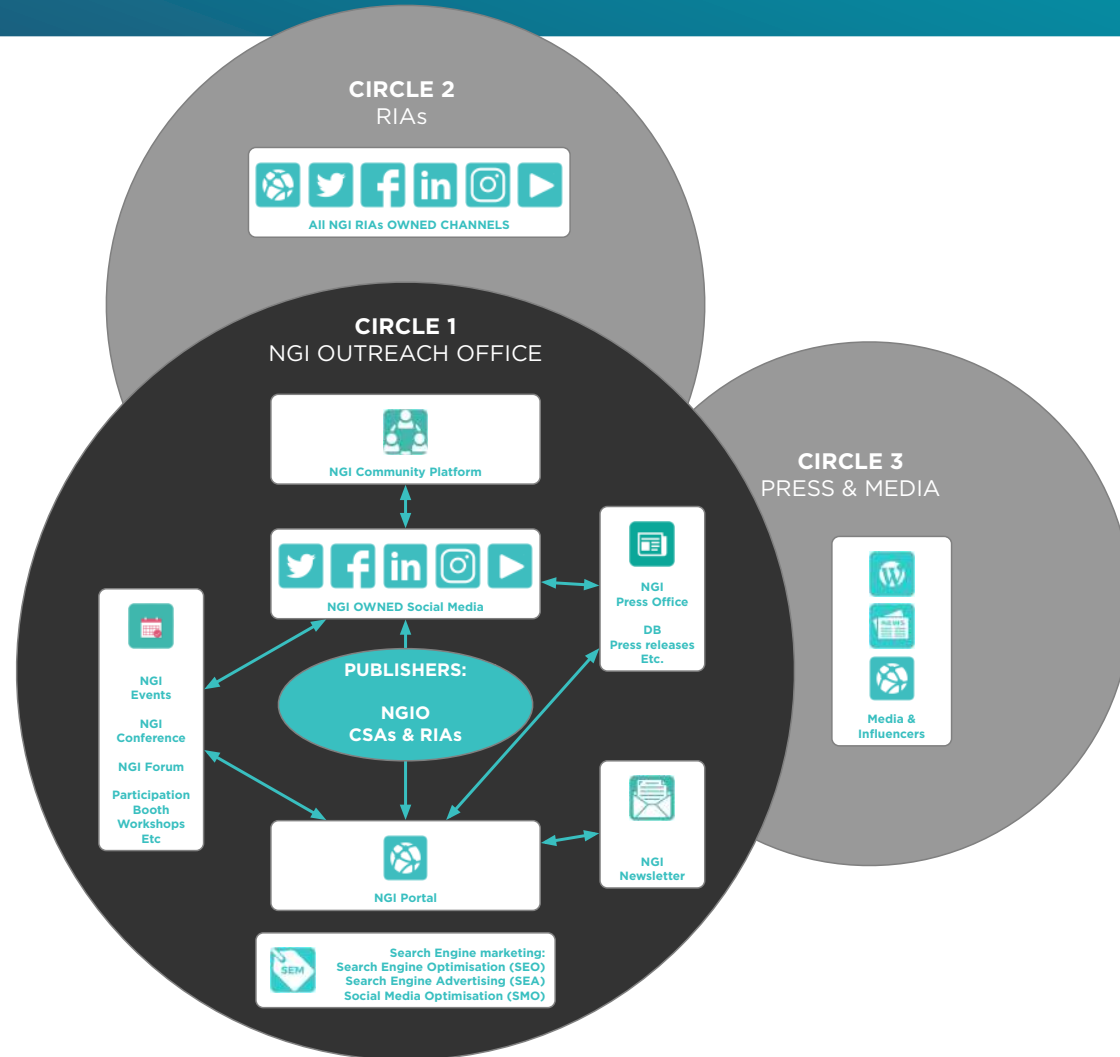
CIRCLE 2: RIAs



Publishers: RIAs and 3rd party organisations (NGI funded initiatives)

- **RIAs' Websites**
- **RIAs' owned social channels**

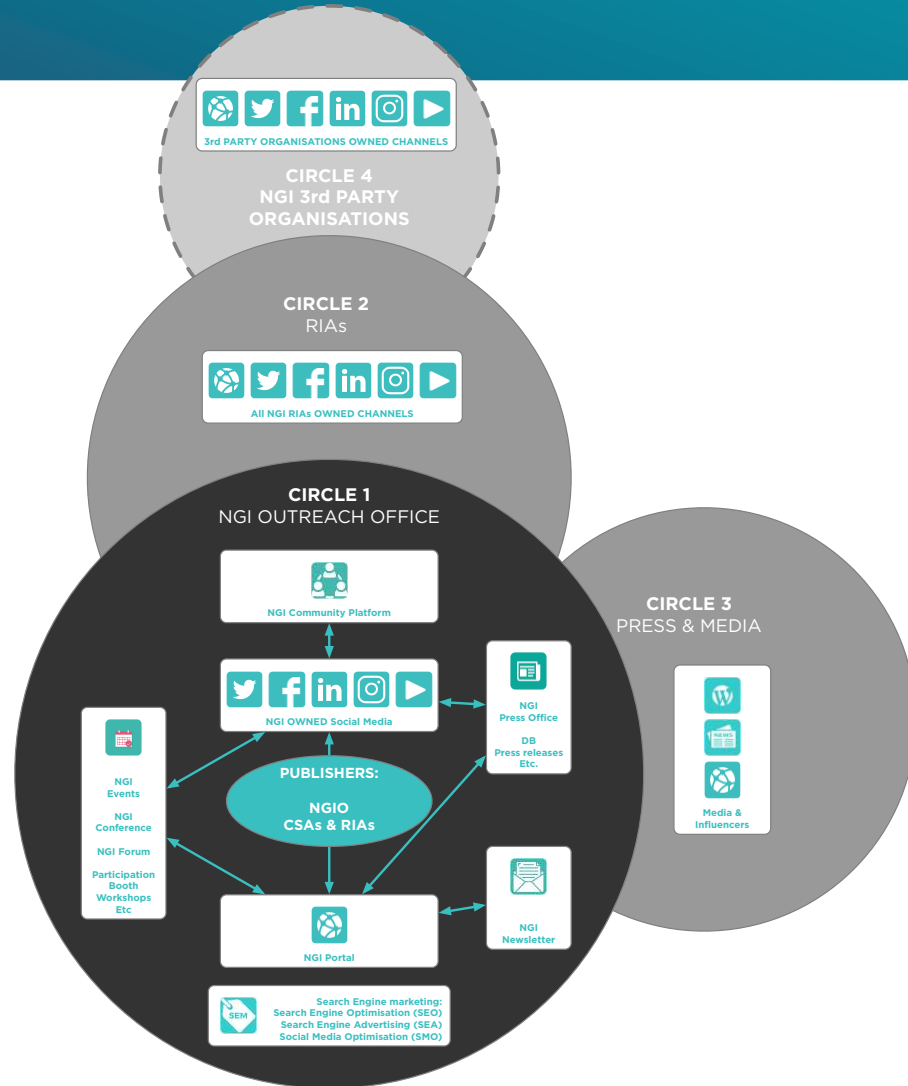
CIRCLE 3: THE PRESS & MEDIA



Relays & influencers

- News Websites & Magazines
- Blogs & vlogs
- Forums
- Communities on social channels
- ...

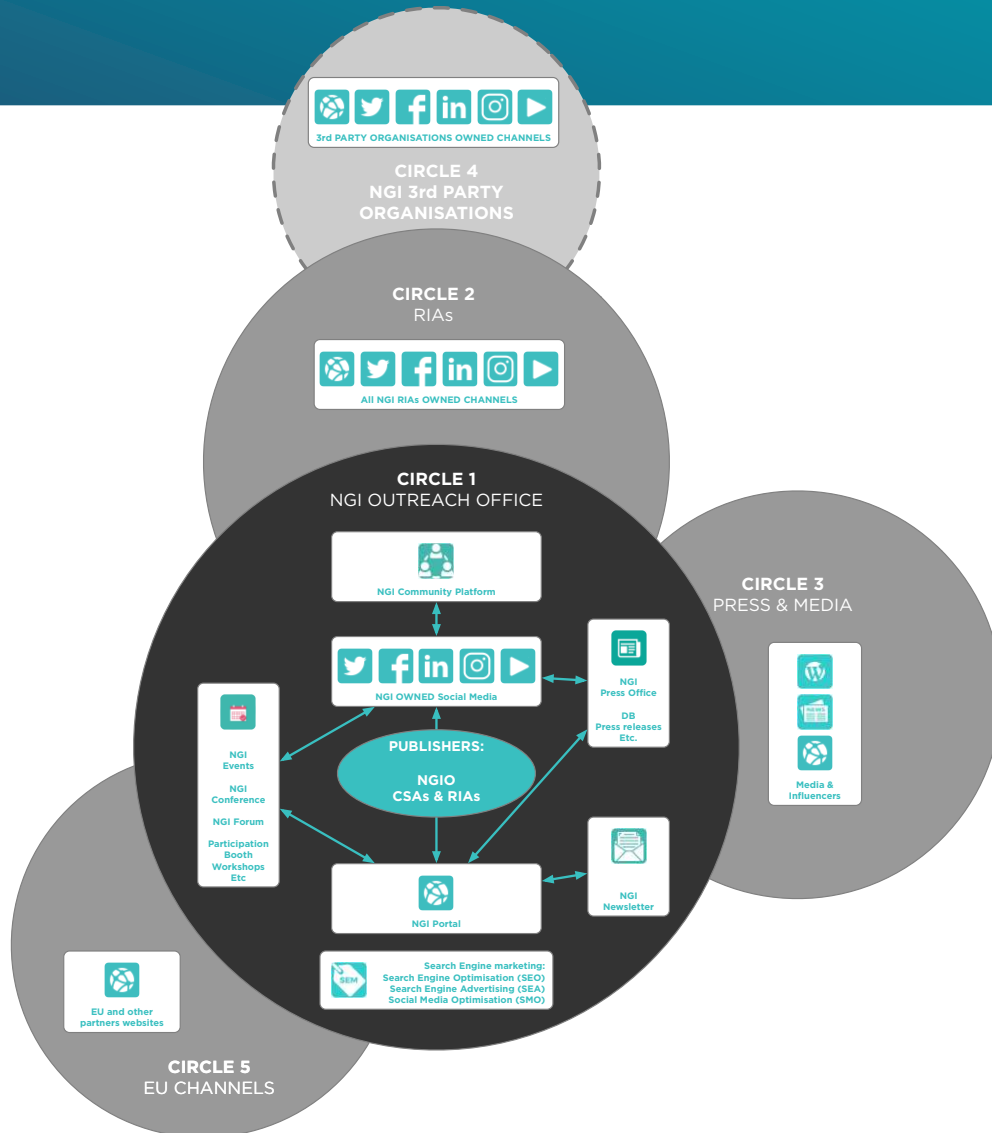
CIRCLE 4: 3RD PARTY ORGANISATIONS



Publishers: Open Calls Funding Recipients

- Optional websites
- Optional Social channels
- **Invited to publish on RIAs channels**

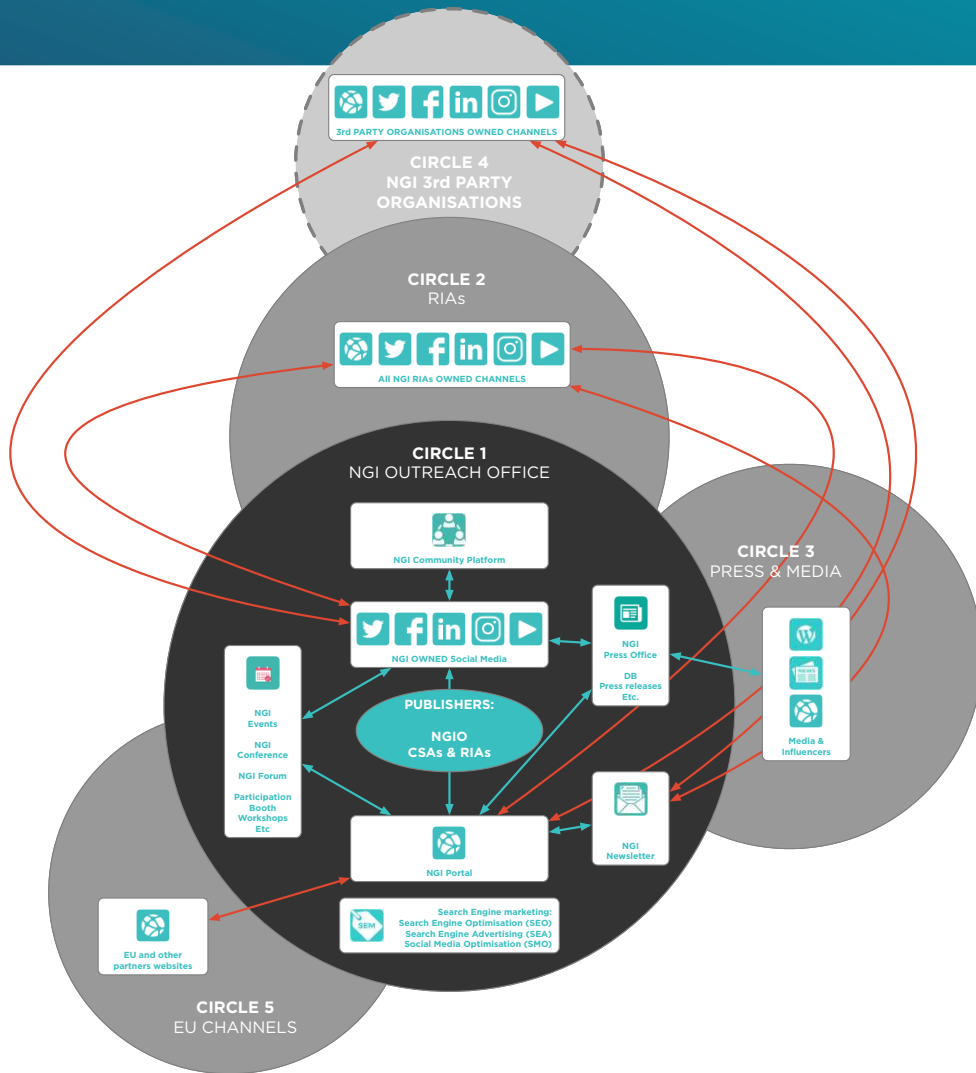
CIRCLE 5: EU CHANNELS



Publishers: the EU

- EU/EC websites
- EU/EC Social channels
- ...

IDEAL INTERACTIONS



Principles

- NGIO channels are prominent
- CSAs don't own any channel
- RIAs optionally own their channels
- RIAs and 3rd party organisations are encouraged to post on their own channels AND on NGIO channels (contextual selection)
- NGIO may push some content to RIAs channels

ONE MORE THING

Whatever you do, keep it simple and straightforward.



STAY UPDATE AND GET INVOLVED!



ngi.eu



community.ngi.eu



exchange.ngi.eu



[@NGI4EU](https://twitter.com/NGI4EU)



[@NGI4EU](https://facebook.com/NGI4EU)



[@NGI4EU](https://instagram.com/NGI4EU)



[/company/ngi4eu](https://company.linkedin.com/ngi4eu)



[/channel/UCafmlQ_fwe_FiwiiYj6QLUA](https://channel/UCafmlQ_fwe_FiwiiYj6QLUA)

**THANK YOU
FOR YOUR
PARTICIPATION,
AND LET'S ROCK!**

